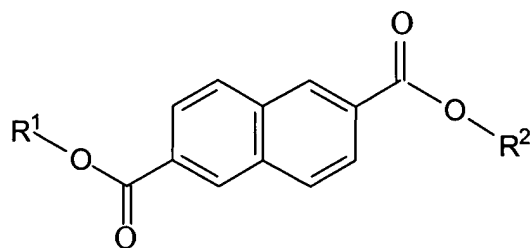


That Which is Claimed:

1. A cosmetic or dermatological formulation, comprising:
at least one hydrophilic active ingredient, and
5 at least one dialkyl naphthalate which is characterized by the structural formula



in which R¹ and R², independently of one another, are selected from the group consisting of branched and unbranched alkyl groups having 6 to 24 carbon atoms.

- 10 2. The formulation as claimed in claim 1, wherein the at least one dialkyl naphthalate is present in an amount from 0.001 to 30% by weight, based on the total weight of the preparation.

- 15 3. The formulation as claimed in claim 1, wherein the at least one dialkyl naphthalate is present in an amount from 0.01 to 20% by weight, based on the total weight of the preparation.

- 20 4. The formulation as claimed in claim 1, wherein the at least one dialkyl naphthalate is present in an amount from 1 to 15% by weight, based on the total weight of the preparation.

5. The formulation as claimed in claim 1, wherein at least one of R¹ and R² is a branched alkyl group having 6 to 10 carbon atoms.

6. The formulation as claimed in claim 1, wherein R¹ and R² are branched alkyl groups having 6 to 10 carbon atoms.

7. The formulation as claimed in claim 1, wherein the at least one dialkyl naphthalate includes diethylhexyl naphthalate.

8. The formulation as claimed in claim 1, wherein the at least one hydrophilic active ingredient is present in an amount from 0.0001 to 10% by weight, based on the total weight of the preparation.

9. The formulation as claimed in claim 1, wherein the at least one hydrophilic active ingredient is present in an amount from 0.001 to 5% by weight, based on the total weight of the preparation.

10. The formulation as claimed in claim 1, wherein the at least one hydrophilic active ingredient is selected from the group consisting of biotin, carnitine and derivatives thereof, creatine and derivatives thereof, folic acid, pyridoxine, niacinamide, polyphenols, ascorbic acid and derivatives thereof, *Hamamelis*, *Aloe Vera*, panthenol and amino acids.

11. The formulation as claimed in claim 10, wherein the at least one hydrophilic active ingredient includes an active ingredient selected from the group consisting of biotin, carnitine, flavonoids, and ascorbic acid.

12. The formulation as claimed in claim 10, wherein the at least one hydrophilic active ingredient includes a polyphenol and the polyphenol is a flavonoid.

13. The formulation as claimed in claim 12, wherein the flavonoid is alpha-glucosylrutin.

14. The formulation as claimed in claim 1, further comprising at least one UV filter substance selected from the group consisting of triazines, benzotriazoles, UV filters which are liquid at room temperature, organic pigments and inorganic pigments.

5 15. The formulation as claimed in claim 1, further comprising at least one fat-soluble active ingredient.

16. The formulation as claimed in claim 15, wherein the at least one fat-soluble active ingredient includes vitamin E or a vitamin E derivative.

10 17. The formulation as claimed in claim 16, wherein the vitamin E or a vitamin E derivative is present in an amount from 0.001 to 10% by weight, based on the total weight of the preparation.

15 18. The formulation as claimed in claim 15, wherein the at least one fat-soluble active ingredient includes an active ingredient selected from the group consisting of vitamin A, vitamin A derivatives, carotene and carotene derivatives.

20 19. The formulation as claimed in claim 18, wherein the active ingredient selected from the group consisting of vitamin A, vitamin A derivatives, carotene and carotene derivatives is present in an amount from 0.001 to 10% by weight, based on the total weight of the preparation.

25 20. The formulation as claimed in claim 1, further comprising at least one active ingredient selected from the group consisting of ubiquinones, retinoids, caroretinoids, creatine, taurine and β -alanine.

21. The formulation as claimed in claim 1, further comprising at least one UV-A filter substance or one broadband filter selected from the group consisting of 4-(tert-butyl)-4'-methoxydibenzoylmethane; 2,4-bis[[4-(2-ethylhexyloxy)-2-hydroxy]phenyl]-6-(4-methoxyphenyl)-1,3,5-triazine, phenylene-1,4-bis(2-benzimidazolyl)-3,3'-5,5'-tetra-sulfonic acid bis-sodium salt, and mixtures thereof.

22. The formulation as claimed in claim 1, wherein the formulation is an oil-in-water emulsion.

23. The formulation as claimed in claim 22, wherein the oil-in-water emulsion is a sunscreen emulsion and further comprises at least one UV filter substance, said at least one dialkyl naphthalate being present in an amount from 3.5 to 9.5% by weight, based on the total weight of the preparation.

24. The formulation as claimed in claim 22, wherein the oil-in-water emulsion is a sunscreen emulsion and further comprises at least one UV filter substance, said at least one dialkyl naphthalate being diethylhexyl naphthalate and present in an amount from 1 to 15% by weight, based on the total weight of the preparation.

25. The formulation as claimed in claim 1, wherein the formulation is a hydrodispersion.

26. The formulation as claimed in claim 25, wherein said at least one dialkyl naphthalate is present in an amount from 4.5 to 9.8% by weight, based on the total weight of the preparation.

27. The formulation as claimed in claim 25, wherein said at least one dialkyl naphthalate is diethylhexyl naphthalate and is present in an amount from 1 to 15% by weight, based on the total weight of the preparation.

28. The formulation as claimed in claim 1, wherein the formulation is an water-in-oil emulsion.

5 29. The formulation as claimed in claim 28, wherein the water-in-oil emulsion is a sunscreen emulsion and further comprises at least one UV filter substance, said at least one dialkyl naphthalate being present in an amount from 4.0 to 12.0% by weight, based on the total weight of the preparation.

10 30. The formulation as claimed in claim 28, wherein the water-in-oil emulsion is a sunscreen emulsion and further comprises at least one UV filter substance, said at least one dialkyl naphthalate being diethylhexyl naphthalate and present in an amount from 1 to 15% by weight, based on the total weight of the preparation.

15 31. The formulation as claimed in claim 1, wherein the formulation is a solids stabilized emulsion.

20 32. The formulation as claimed in claim 31, wherein said at least one dialkyl naphthalate being present in an amount from 3.0 to 8.5% by weight, based on the total weight of the preparation.

33. The formulation as claimed in claim 31, wherein said at least one dialkyl naphthalate is diethylhexyl naphthalate and present in an amount from 1 to 15% by weight, based on the total weight of the preparation.

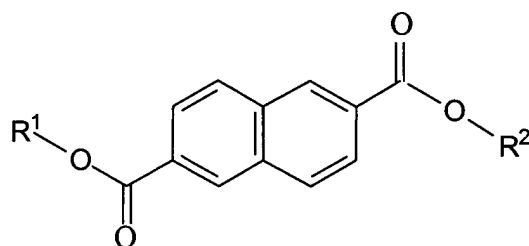
25 34. The formulation as claimed in claim 1, wherein the formulation is a PIT emulsion.

35. The formulation as claimed in claim 34, wherein said at least one dialkyl naphthalate being present in an amount from 0.5 to 7.0% by weight, based on the total weight of the preparation.

36. The formulation as claimed in claim 34, wherein said at least one dialkyl naphthalate is diethylhexyl naphthalate and present in an amount from 1 to 15% by weight, based on the total weight of the preparation.

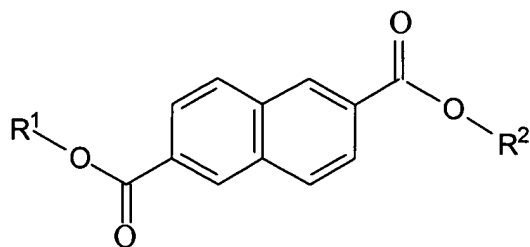
37. A cosmetic or dermatological formulation, comprising:
 at least one hydrophilic active ingredient selected from the group consisting of biotin, carnitine and derivatives thereof, creatine and derivatives thereof, folic acid, pyridoxine, niacinamide, polyphenols, ascorbic acid and derivatives thereof, *Hamamelis*, Aloe Vera, panthenol and amino acids, in an amount from 0.001 to 5% by weight, based on the total weight of the preparation, and
 diethylhexyl naphthalate in an amount from 1 to 15% by weight, based on the total weight of the preparation.

38. A method for moisturizing skin, comprising the step of applying to the skin a cosmetic or dermatological formulation, comprising at least one hydrophilic active ingredient and at least one dialkyl naphthalate which is characterized by the structural formula



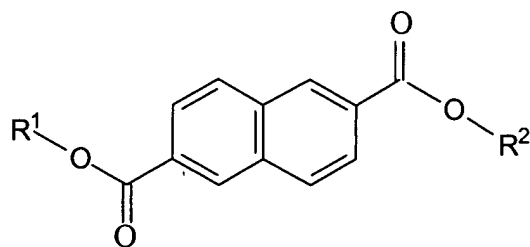
in which R¹ and R², independently of one another, are selected from the group consisting of branched and unbranched alkyl groups having 6 to 24 carbon atoms..

39. A method for protecting the skin against photoinduced skin aging, comprising the step of applying to the skin a cosmetic or dermatological formulation, comprising at least one hydrophilic active ingredient and at least one dialkyl naphthalate which is characterized by the structural formula



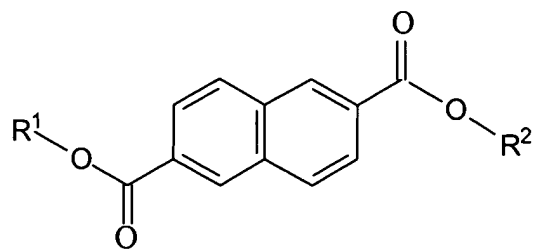
in which R¹ and R², independently of one another, are selected from the group consisting of branched and unbranched alkyl groups having 6 to 24 carbon atoms..

40. A method for improving the effectiveness of hydrophilic active ingredients in cosmetic or dermatological preparations, said method comprising adding to the cosmetic or dermatological formulation at least one dialkyl naphthalate which is characterized by the structural formula



in which R¹ and R², independently of one another, are chosen from the group of branched and unbranched alkyl groups having 6 to 24 carbon atoms.

41. A method for increasing the stability of hydrophilic active ingredients against decomposition in cosmetic or dermatological preparations, said method comprising adding to the cosmetic or dermatological formulation at least one dialkyl naphthalate which is characterized by the structural formula



in which R^1 and R^2 , independently of one another, are chosen from the group of branched and unbranched alkyl groups having 6 to 24 carbon atoms.
